

AMENDMENT TO THE SPECIFICATION

Please amend the specification as follows:

In page 13 after line 2, please insert the following paragraph:

FIG. 5 illustrates an exemplary movable storage medium for storing consumption history.

In page 13, please amend the paragraph starting at line 13 and ending at line 21 as follows:

A multimedia content server (i.e., provider) provides a multimedia content to a client (i.e., user) through a medium such as a network. A receiving device, which received the multimedia content, reproduces and displays the multimedia content data, and using a user interface it performs a content processing for the consumption type or consumption behavior desired by the user. At this time, as shown in FIG. 5, the history 510 of the consumption type or consumption behavior is recorded in a movable storage medium 500, such as a smart card.